

Representation of men's masculinity in the "new spirit" version of djarum super cigarette advertisement (2021)

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ABSTRAK

This study aims to determine how male masculinity is represented in the cigarette advertisement of Djarum Super New Spirit. Representation is a process of constructing social reality around and how society interprets it. Masculinity itself is a gender character that is socially attached to a person by society.

The research was conducted using qualitative research, using the semiotic theory of Roland Barthes. Roland Barthes' semiotics is an approach used to find meaning from audio and visual elements that are displayed by focusing on denotative meanings, connotative meanings, and myths. Connotative meaning is the actual meaning or visible meaning, denotative meaning is the meaning behind signs, and myth is what is in people's minds because of the influence of something. Data collection techniques used in this research are Observation, Documentation, and Literature Study.

The results of this study indicate that in the 2021 Djarum Super New Spirit advertisement, masculinity can be seen from the actors, the sports displayed, the tools used, as well as verbal and non-verbal elements. Men or men are represented by traditional masculinity, namely masculinity before the 1980s where this type of masculinity is characterized by courage, leadership, strength, and being a dominator.

1. Introduction

Humans are known as social creatures. The embedded nickname makes humans inseparable from what is called communication. Communication is a form of interaction between one human being with another. According to Nurani Soyomukti in her book *Introduction to Communication Studies*, communication is a form of relationship that involves the process of information and messages being conveyed from one party to another (Soyomukti, 2012).

In the study of communication studies, communication is divided into verbal communication and non-verbal communication (Rakhmat, 2015). Verbal communication is a type of communication in which the message is transmitted orally or in writing. While non-verbal communication is communication in which the message is not conveyed through words. Forms of non-verbal communication include using objects such as clothes, symbols, gestures, body language, eye contact, and so on. Both verbal and non-verbal communication can be conveyed through the mass media.

Mass media is one of the media used in communication. Media is a means or tool in conveying a message to the public. The purpose of the mass media is to convey messages to the community to be correct and also efficient (Sobur, 2009). Mass media is divided into several types, including print media which consists of newspapers and magazines, and the second is electronic media, namely radio, television and film broadcasts (Ardianto et al., 2007). Among the various types of

communication media, television is the media that is considered the most influential among other media in human life.

Television is a communication medium that has audio and visual elements. This media can be said to be a combination of radio which only has sound elements, and print media such as newspapers or magazines which only display visual elements. This combination of audio and visual makes people very interested when compared to other media. According to Onong Uchajana Effendi in the book *Science, theory and philosophy of communication*, there are 4 functions of communication. Among them are to convey information, educate, entertain, and influence (Effendi, 2003). As a medium of communication, television has several types of shows that can be found in it according to the function rather than the communication itself. There are types of shows in the form of entertainment such as music concerts, sports competitions, and so on. There are also shows that contain information such as news events. Then educational shows through drama, stories, and discussions. And finally impressions that influence (influence) such as ads.

The word advertising comes from Greek which means to lead people to ideas (Lukitaningsih, 2013). From this understanding, it can be said that advertising is a message that will be conveyed to the audience or the public with the aim of influencing public decisions, can invite people to buy a product or use certain services. There are currently two types of advertisements, namely commercial advertisements and non-commercial advertisements. Commercial advertising is a form of impressions that aims to promote a product or service so that people are interested in buying or using it. While non-commercial advertisements are advertisements whose purpose is to provide knowledge, advice and socialization of a program.

In an era like now, the influence of advertising display to influence the sales of a product is quite large. Advertising is a communication process that has an important role as a marketing tool that helps sell products in a persuasive form (Adisurya & Maylanny Christin, 2013). So to achieve this goal, advertisers must create something unique to make an impression in the minds of the public or audience. When compared to advertisements with other media, advertisements on television have their own advantages such as a wider reach and can attract attention. Its audio-visual form also makes television commercials have a strong ability to influence audiences. The advantages of television are finally widely used by manufacturers of a product to use it.

Of the many products advertised on television, there are several products that have "special" treatment, one of which is cigarette advertising. This special treatment was contained in a circular letter in 2014 in the form of a prohibition on displaying the form of cigarettes, demonstrating the form of smoking, and describing people who were smoking (KPI, 2014). Cigarettes are a controversial commodity, along with contraceptives and alcohol. This is because of the negative impact given to users, the environment or social, either directly or indirectly (Adisurya & Maylanny Christin, 2013).

In Indonesia, the users of cigarette products or active smokers are dominated by men. Reporting from Republika.co.id, Director General of Public Health of the Ministry of Health Maria Endang Sumiwi said the number of male smokers in Indonesia reached 65.5 percent (Sulistyawati, 2022). Based on this, cigarette advertisers take advantage of it by displaying masculine male figures in their advertisements through verbal and nonverbal elements presented in audio and visual forms. In cigarette advertisements, men are always shown as someone who is full of strength, toughness and knows no fear.

Masculinity is masculinity, strength, dexterity, determination, courage to face danger, male muscles protruding, and sweat dripping (Kurnia, 2004). Masculine is a form of manhood towards a man. Just like femininity in women, men are not born with masculine traits, but masculinity is shaped by culture. One of the cigarette manufacturers that applies elements of masculinity is Djarum Super with the tagline "I Dare".

Djarum Super is a superior cigarette product from PT Djarum. PT Djarum itself occupies the first position as the most popular cigarette brand in Indonesia (Folkq, 2020). From the official website of Djarum Super, the author found that there were 31 advertisements that had been published starting from 1999 – 2021. Of the 31 advertisements that had been published, in general, they presented an element of courage from a man even though each advertisement had a different theme.

One of the newest advertisements from Djarum Super is the New Spirit version of Djarum Super (2021). In the advertisement, it depicts a man who motivates a group of other men to dare to venture into the outside world. Then it was followed by a scene where the men dared to explore the world by displaying extreme outdoor activities.

In this study, the author wants to examine male masculinity in the Djarum Super "New Spirit" advertisement with a semiotic approach from Roland Barthes. Semiotics is the study of signs. So here the researcher wants to try to interpret **how male masculinity is depicted in the Djarum Super "New Spirit" advertisement.**

2. Method

The method used in this research is qualitative research. In this type of research, the findings are not obtained through statistics or other forms of calculation. Research with qualitative methods is used to obtain in-depth data that contains meaning (Sugiyono, 2013). Through this qualitative approach, the author will examine the images and dialogues contained in each scene in order to obtain the results of the analysis.

The first data collection technique used in this research is observation. Observation is a data collection technique by observing the object of research carefully. The form of observation in this study was carried out directly, namely by watching and observing what was in the Djarum Super "New Spirit" cigarette advertisement, both audio and visual. After that the data is then collected and selected according to research needs, to finally carry out the analysis process. Next is documentation, documentation is a data collection technique by studying existing documents in advertising semiotics to obtain and complete data that can be used in research. The data collected can be in the form of writing, pictures, or the work of someone. And the last is literature study. Literature study is the process of searching and collecting data sourced from reading literature such as books, journals, or from the internet whose validity can be accounted for.

3. Theory

From the analysis that has been done, it was found 9 scenes in the "New Spirit" version of the Djarum Super advertisement.

1. Scene 1

The ad begins with a scene of a man with long hair in a golden yellow shirt talking in the midst of other men. The man seems to be trying to motivate the men around him to go on an adventure. After that all the boys gathered to do a high five.



Denotation

In this scene, there is a picture of a man with long hair with a golden yellow plaid shirt who is talking to the people around him to go on an adventure to the outside world. In this scene, the shooting technique used is a medium shot (MS) with an angle from over the shoulder (OS) or from behind the shoulder. The scene then continues with people gathering together to form a circle to do a 'high five'. In this scene, the shooting technique used is a group shot with an angle or point of view taken from above (high angle).

Connotation

The connotative meaning is like reminding the men who watch this advertisement that men are leaders, both for themselves and those around them. The medium shot technique is used to present seriousness with what he conveys through the expressions and body gestures displayed. With the Over Shoulder angle used, it makes the audience more integrated with the advertisement because it feels like entering the scene as if they were made to be one of the people who were also there.

Taking pictures is taking pictures of how the man is able to make the people around him come together and become one with what he is saying.

Myth

The meaning of the myth is that a man will be considered masculine when he is able to become someone who can influence, make changes, and become a leader in an environment. In the context of religion, the position of men as leaders is mentioned more than women. Indonesian society, which mostly adheres to religion, also agrees and views men as leaders. In fact, not all men are able to become leaders for those around them. The spirit of leadership, leadership, and influence, can also be obtained from a woman. As happened to the fourth president of Indonesia. Where the one who led Indonesia at that time was Megawati Soekarno Putri who was a woman.

4. Result And Discussion

The scene then continues by showing three men checking the condition of a Jeep in front of a house. The car shown is a Willy Jeep. Jeep Willys is one of the war vehicles used during World War II. After finishing checking the condition of the car, the three of them got into the car and rushed to the highway.



Denotation

In this scene, there is a picture of three men who are inspecting a Willys Jeep which is parked in the yard of a house for them to drive to a public road. In this scene, the shooting technique used in the first shot is Long Shot (LS) with a low angle. In the second shot, the shooting technique used is Extreme Long Shot with an angle or point of view taken from below (low angle).

Connotation

In this scene, the use of the Willys Jeep, apart from being a successor to the characteristics of the previous Djarum Super advertisements, also aims to show the impression of courage, valor, and agility from men. Because when viewed from its history, the Willys Jeep car was a tough combat vehicle used during World War II. Through a low angle shooting angle, it further strengthens the strong, dashing, and dominant impression on the object. Meanwhile, taking pictures with the Long Shot technique aims to make the area around the object narrower, so that the viewer's view becomes focused on the object being displayed. The second shot uses the Extreme Long Shot technique to show the conditions around the object.

Myth

The meaning of the myth in this scene is that the use of items that have masculine values will make a man considered masculine. In this case, it is a car. In Indonesian society, the inculcation of masculine or feminine values in goods has occurred since childhood. Where the boys are chosen toy cars or robots, while the girls are given stuffed toys and cooking. The inculcation of traits in these objects lasts until a person is an adult, which consequently classifies these as male goods and these not male goods. For example, a man who works as a race car driver and a man who works as a cook or chef. Men who become racers will be considered masculine because the goods he uses are in the form of cars. Meanwhile, men who work as cooks are less considered masculine because cooking utensils are items that are identical to women.

In scene three, the scene shows a man with a stocky and muscular body who tries to give motivation and enthusiasm to the people around him.



Denotation

In this scene, a man with a burly body appears to be speaking in front of other men. With a raised hand gesture, the man spoke "is in our blood" with an expression that was trying to convince. Taking pictures in this scene uses the Medium Shot technique and the angle or eye level point of view.

Connotation

In this scene, a man with a burly body is seen talking in front of other people. A body filled with muscles, and a broad chest illustrates how men have a strong, dashing, and mighty nature. Through the sentence "is in our blood" that he said, the man wanted to convey that courage, strength, and might are things that have been present in men since they were born in this world because they are already in their blood. About how the response of the people around him when the man speaks, this shows that the man is a person who is listened to, respected, and can give influence. The shooting technique used with medium shots serves to display the body language and expressions of the men who are talking. In addition, the angle eye level used will make the audience feel as if they were also there.

Myth

The meaning of the myth contained is that men are figures who can influence the people around them. With a stocky and muscular body, people will assume he is a strong figure. The "strong" title that this community gives can finally be used by the owner of the body to influence the people around him, either by being intimidated, or by providing motivation.

In the fourth scene, the scene shows three men doing Downhill sports. Downhill is a cycling sport with downhill and steep terrain. In addition, this sport is racing at the speed of time.



Denotation

In this scene, three men are seen doing Downhill sports complete with the attributes used on their bodies. In the scene, the three men are seen waiting for their bicycles to be unloaded from the carrying helicopter. After the bicycle was under, the three men then did a wheelie action and also a flying action with the bicycle used. In this scene, the image was taken using the Extreme Long Shot (ELS) and Long Shot (LS) techniques.

Connotation

Downhill is one of the cycling sports that belongs to the extreme category. Downhill sports are carried out with fast races between cyclists against time on downhill and steep trails. It takes a lot of courage and expertise to do this extreme sport. Through the Extreme Long Shot shooting technique, the aim is to show how dangerous the trajectory the three men are. There is also a shooting technique with Long Shot which serves to get a closer look at the action of the three men's wheelie. Wheelie is a technique of lifting the front of a bicycle.

Myth

The meaning of the myth found in society is that masculine men are brave men, where this courage can be seen from the type of sport displayed, namely Downhill. As a sport that is classified as extreme, not everyone is able to do it. It takes courage and special skills in downhill sports.

For scenes 5 to 9, it is almost the same as what is in scene 4 where it displays dangerous actions from various types of extreme sports such as Paramotor, Kayak, Surfing, Skysurfing, and Hiking.

From the scenes that have been analyzed, the researcher found more signs of masculinity that lead to the type of masculinity that existed in the decade before the 1980s. Masculinity in this decade appears in male figures through body shapes and dominator traits. In addition, it is also thick with power, leadership, and decision makers.

In the New Sprit version of the Djarum Super commercial, traditional masculinity is reinforced by 4 things. No Sissy Stuff, real men avoid using feminine items. This characteristic is seen in scene number 2 in the advertisement. Be a Big Wheel, male masculinity can be judged from the success, power, and admiration of the people around him. This characteristic can be seen in scene number 3. Be a Study Oak, a man must remain calm in various situations, not showing emotion, and not showing weakness. This characteristic can be found in the first scene. Give em Hell, where men must have aggression, have an aura of courage, and be able to take risks. This characteristic of masculinity can be found in scenes 4,5,6,7,8, and 9 which both display various extreme sports.

5. Conclusion

As a means of communicating advertising is not only used to introduce a product and increase sales figures. Advertising is now transformed into an intermediary to spread certain meanings in a more subtle and effective way so that it can be easily accepted by the audience. The same is true for the Djarum Super New Spirit advertisement in shaping the meaning of masculinity in the video.

1. The masculinity contained in the Djarum Super New Spirit advertisement can be seen from the cast, the sports displayed, the tools or properties used, as well as verbal and non-verbal elements.
2. The Djarum Super New Spirit advertisement presents a man who is brave and fearless. Where in the ad from the first second to the end is full of extreme and dangerous sports.

In the Djarum Super New Spirit advertisement, masculinity is presented with a traditional concept. Where masculinity is characterized by courage, leadership, strength, and being a dominator.

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